FLIP ROBO

Customer Retention

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INTRODUCTION

- Business Problem Framing-The data is collected from the Indian online shoppers. Results indicate the e-retail success factors, which are very much critical for customer satisfaction.

Analytical Problem Framing

- Mathematical/ Analytical Modeling of the Problem

  No Mathematical, Statistical Analysis Done Except only Data Counts, Data Visualisation

- Data Sources and their formats
  Data Source - Fliprobo

- Data Preprocessing Done
  There is no null data in any column

  I Removed the Columns like:
  4 What is the Pin Code of where you shop online from? Because 3 Which city do you shop online from? These are same.
  I also removed other Columns which have no use -
  7 How do you access the internet while shopping on-line?
  8 Which device do you use to access the online shopping?
  10 What is the operating system (OS) of your device?\t
  11 What browser do you run on your device to access the website?\t\t
  9 What is the screen size of your mobile device?\t\t
  After I also Checked for Outliers by Data Visualisation , There are almost no Outliers

- State the set of assumptions (if any) related to the problem under consideration- N/A

- Hardware and Software Requirements and Tools Used

  Jupyter Notebook

  Model/s Development and Evaluation

- Identification of possible problem-solving approaches (methods)

  Graphs Plotting ;

CONCLUSION

- Key Findings and Conclusions of the Study
From Object type data; I divided data in two types :
Positive points of ecommerce sites and negative points of ecommerce sites -
Amazon and Flipkart has got high positive ratings from data set however Myntra has most negative ratings available

#conclusion - Mostly Old People are using Debit/Credit or Cash on Delivery for online shopping;
#E Wallets have generally Low popularity
Card Transactions are highly Popular
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Delhi and Greater Noida there are Offering a wide variety of listed product in several category